

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 14533 140927Z

15

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 094833

R 140833Z OCT 75
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 4009

UNCLAS TOKYO 14533

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT - ADVANCED MEDICAL EQUIPMENT
EXHIBITION

1. EXHIBITION: ADVANCED MEDICAL EQUIPMENT EXHIBITION

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN, OCTOBER
6-9, 1975

3. U.S. PARTICIPANTS SEEKING REPRESENTATION: FIVE
(A) AGENTS AND DISTRIBUTORS APPOINTED: NONE
(B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: FOUR (40 LEADS)
(C) LICENSE AGREEMENT UNDER NEGOTIATION: ONE (2 LEADS)
(D) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: ONE (2 LEADS)

4. SALES:
(A) IMMEDIATE: \$295,800
(1) NON-ESTABLISHED: \$206,800
(2) ESTABLISHED: N/A
(3) COOPERATOR: \$35,000
(B) TWELVE-MONTH PROJECTION: \$6,868,000

4. (B)
(1) NON-ESTABLISHED: \$6,318,000
(2) ESTABLISHED: N/A
(3) COOPERATOR: \$550,000

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 14533 140927Z

5. REGISTERED VISITOR: 1,784 (1,845 HAND-COUNT)

6. TOTAL PARTICIPANTS: THIRTY (NUMBER OF U.S. FIRMS REPRESENTED: 50)

(A) NONE-ESTABLISHED: TWENTY-SEVEN

(B) ESTABLISHED: NONE

(C) COOPERATOR: THREE

(D) FULLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: FOURTEEN

(E) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: FIFTEEN

(F) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE

(G) U.S. PARTICIPANTS WITH REPRESENTATIVE ATTENDING FROM UVQ.; NINETEEN

7. NARRATIVE:

OPENING RECEPTION WAS HELD ON MONDAY, OCTOBER 6, BEGINNING AT 5:00 P.M. FOLLOWING WELCOMING REMARKS BY THE ACTING TCD, MR. JOHN E. MELLOR, ECONOMIC/COMMERCIAL COUNSELOR, AMERICAN EMBASSY, WAS INTRODUCED. APPROXIMATELY SEVENTY ATTENDEES FROM TARGET AUDIENCE JOINED REPRESENTATIVES FROM THE AMERICAN BUSINESS COMMUNITY AND EXHIBITORS. TOTAL OF 1,784 VISITORS WERE REGISTERED THROUGHOUT THE SHOW PERIOD WITH TWENTY-ONE PERCENT COMING FROM OUTSIDE TOKYO AREA.

8. SPECIAL COMMENT:

TWO DAYS BEFORE EXHIBITION OPENED, TC WAS INFORMED BY DERMA CONTRO (NTM) ACQUAINTANCE MR. FRED BACH, VISITING JAPAN THAT NO COMPANY REPRESENTATIVE WOULD ATTEND EXHIBITION. MR. BACH ATTENDED EXHIBITION MONDAY ONLY HIRING AN INTERPRETER TO STAFF DERMA CONTROL'S DISPLAY FOR THE WEEK. NO DIB-411P COLLECTED FOR DERMA CONTROL AND PARA'S 4 AND 6 ABOVE DO NOT REFLECT THEIR PROGRESS. BUSINESS CARDS OF JAPANESE FIRMS INTERESTED IN DERMA CONTROL PRODUCT WILL BE FORWARDED DIRECTLY TO MR. WILLIAM R. ECKSTROM AFTER WITH LETTER FROM ATCD. SHOESMITH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO14533
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750355-0623
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751057/aaaabzfi.tel
Line Count: 96
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 02 OCT 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 OCT 2003 by MaustMC>; APPROVED <18 FEB 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CLOSE-OF-EXHIBITION REPORT - ADVANCED MEDICAL EQUIPMENT EXHIBITION
TAGS: BEXP, JA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006